



Success in offshoring is driven by confidence and trust - a case study

After hiring the first team member, I realised how easy it actually is - it's just like having another staff member in the office. The partnership we developed with MicroSourcing and the support they offered made my work life so much easier.



Overview:

Total Tools has been servicing the Australian trade industry for more than 30 years - with 88 stores around the country as well as an online store. Their expert customer support team has extensive experience quickly troubleshooting and resolving customer queries or issues.

The road to success

THE CHALLENGE

Total Tools was experiencing some major resourcing challenges when their business started to experience unplanned exponential growth. It was evident that they didn't have enough staff members to support the unexpected growth within the business.

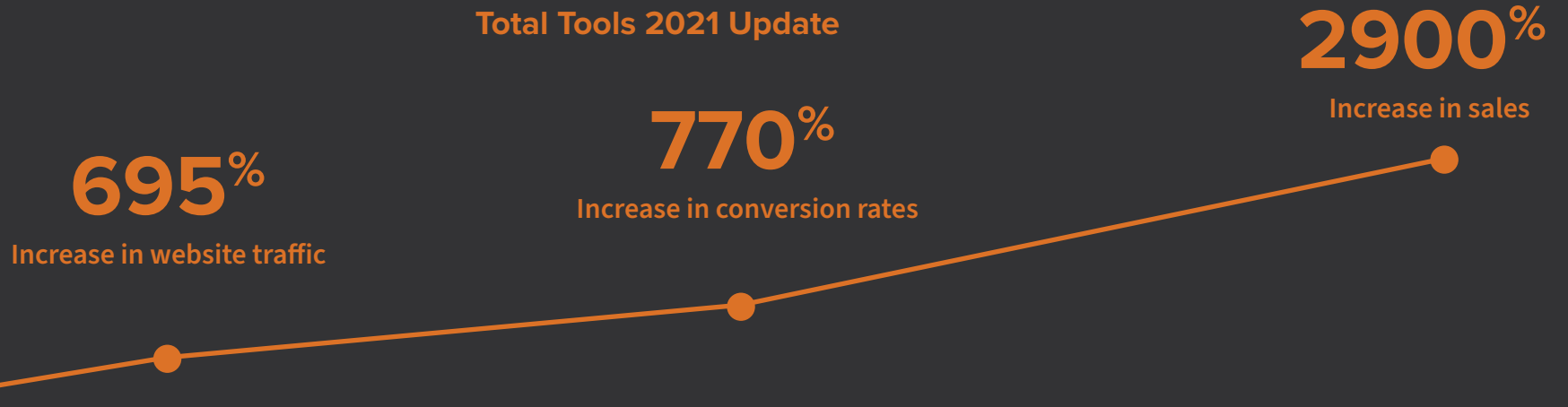
Goals through outsourcing:

- Improve user experience on the website
- Increase traffic to the website
- Continue to scale the business at the same rate, but with a more effective resourcing structure in place.

THE RESULTS

Total Tools began with hiring two offshore graphic designers in 2018. Their team now consists of 88 full-time staff ranging from digital marketers, customer service and logistics assistants, content managers, data analysts and graphic designers.

Total Tools successfully utilized outsourcing to help scale their eCommerce offering and allowed them to concentrate on growing their business.



When Total Tools first started their offshore team back in 2018 with two graphic designers, they have since witnessed first hand what was possible to be achieved. They have since expanded their offshoring team to include different business functions such as marketing, customer support, and logistics. This allowed them to develop a resourcing growth plan which continues to yield great growth results.

For more information, please visit our [website](#) or contact us today:

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